

TOWARD THE NEW NOAA:

The Importance of Strategic Planning to NOAA's Future

Vice Admiral Conrad C. Lautenbacher

Under Secretary of Commerce for Oceans and Atmosphere

September 18, 2002



PROGRAM REVIEW

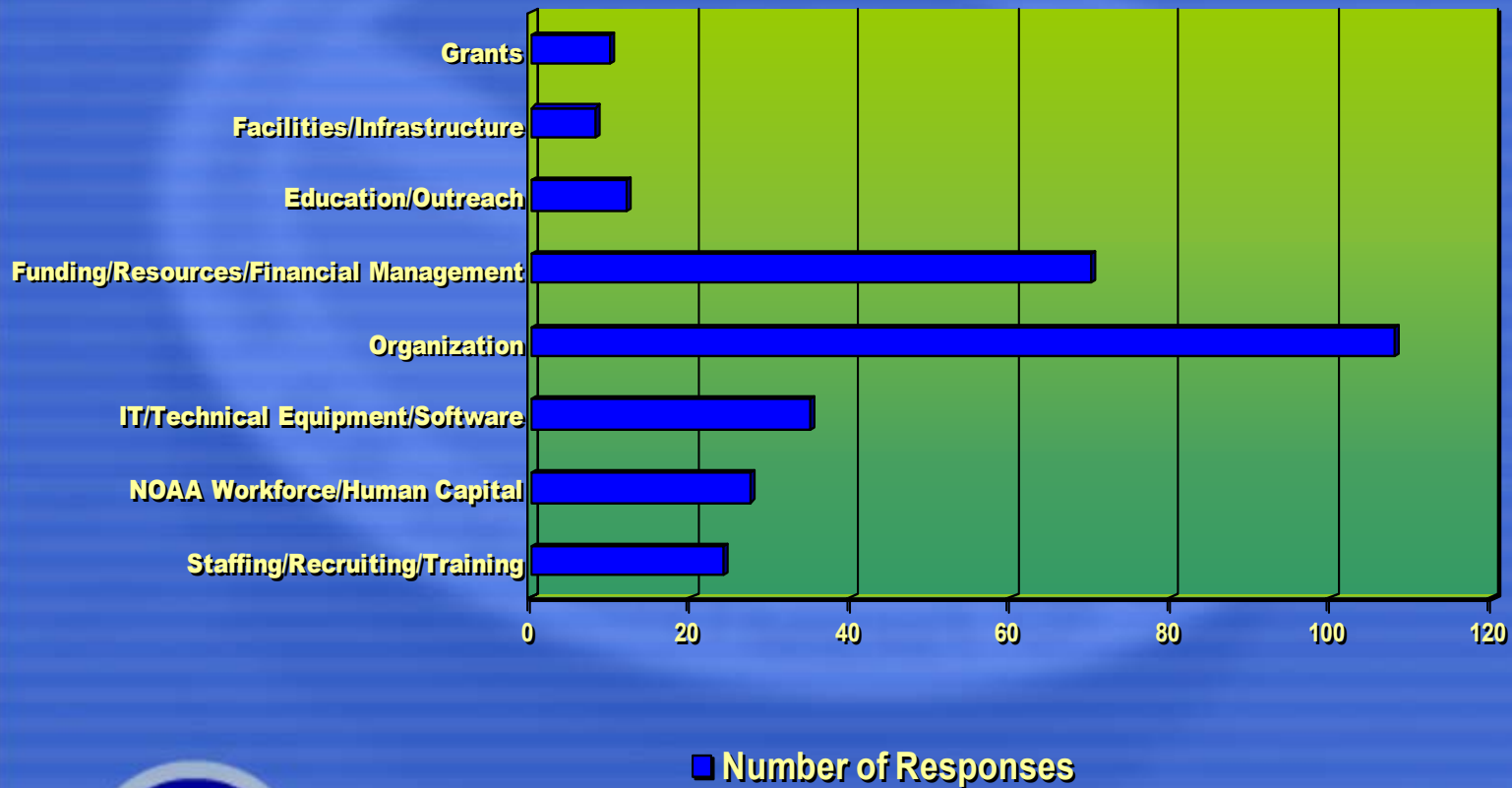
Three Questions Emailed to NOAA Employees on February 1, 2002

- 1. Is the NOAA organization aligned with its current missions, now and into the future?**
- 2. Are there significant imbalances in resources versus requirements?**
- 3. Are we being as efficient as possible in meeting our current and future mission tasking?**



PROGRAM REVIEW

NOAA Employee Email Feedback



PROGRAM REVIEW

Program Review Team Process

PRT chaired by Scott Gudes

Comprised of Deputy AAs and staff from each line and staff office

PRT met for 2½ months

PRT put forward 68 recommendations to NOAA Leadership

Administrator assigned action for each recommendation



THE NEW STRATEGIC PLAN

Important to NOAA's Future

Commitment from Admiral Lautenbacher

**New Strategic Plan will guide all NOAA
management decisions, including budgeting**

Crucial Role for NOAA's Stakeholders



NOAA's NEW STRATEGIC PLAN

Timothy R.E. Keeney

Deputy Assistant Secretary for Oceans and Atmosphere, NOAA

September 17, 2002



CURRENT STRATEGIC PLAN

The 1993 Strategic Plan was progressive and cross-cutting

Since 1993, the bar has been raised

New Strategic Plan will build on the success of the old

- Address new challenges of the 21st Century**
- Plan linked to management and performance**
- Will also focus on infrastructure and human capital**



Performance Institute

The Performance Institute (PI) has a track record of outcome-driven strategic planning

PI provides the framework, NOAA writes the Plan

PI will teach the framework & Logic Model



FOCUS ON END OUTCOMES

The Strategic Plan must focus on “real world” results for America

Plan will emphasize “End Outcomes”

Develop End Outcomes first, then strategies & activities

Performance indicators must be measurable



NOAA's Mission

CURRENT:

To describe and predict changes in the Earth's environment and conserve and manage wisely the National's coastal and marine resources to ensure sustainable economic opportunities.

PROPOSED:

To describe and predict changes in the Earth's environment and conserve and manage coastal and marine resources to balance the Nation's economic, social, and environmental needs

Environmental
Analysis And
Prediction



Environmental
Management

People

Global to Local Interdisciplinary Observing System

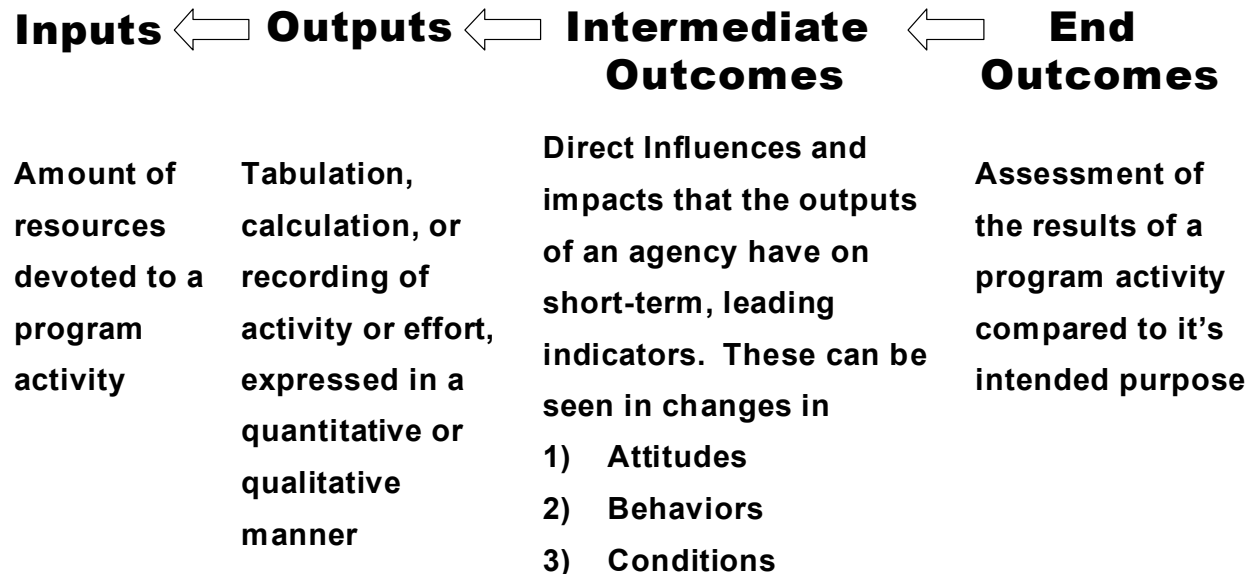
Scientific Excellence

Environmental Literacy



Strategic Plan Logic Model

Key Definitions



8/8/02



Strategic Planning Process

Compressed Schedule: August to January

Internal NOAA Stakeholder Participation

Six Regional Stakeholder workshops and meetings

- **Seattle** August 26 - 27
- **New Orleans** September 4 - 5
- **Boston** September 17 - 18
- **Washington, DC** September 20 & 23
- **Boulder** September 25 - 26
- **Cleveland** October 16



STAKEHOLDER INPUT IS CRITICAL

**Stakeholder Input will Shape Outcomes and
Strategies**

NOAA Will Build a Record of Input

**I Welcome your Participation in Every Step of the
Process**

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